

## ACTIVE OPPORTUNITIES

Through collaboration, increase quality and quantity of active recreation and sport opportunities for all Edmontonians to improve their health in a holistic way

### GOAL 01

Advance a barrier free active recreation and sport system.

### ACTIVE OPPORTUNITIES ACTION: 01.1

Increase participation in active recreation and sport, especially for children from birth to twelve years of age, by systematically removing participation barriers.

#### Desired Outcome(s)

- » All Edmontonians, regardless of age, ability, background or income level, are empowered to participate in active living, active recreation and sport.
- » Active recreation and sport choices are accessible in every sense in order to ensure inclusion.

#### Lead(s)

C of E, ESC

#### Suggested Partner(s)

School Jurisdictions, AHS, Post-Secondary, EFCL, Community Leagues, Active Recreation and Sport, EAS, Sport Central, KidSport Edmonton, Canadian Tire Jumpstart.

#### Output(s)

- » Number of systemic barriers or processes removed or reduced as related to accessing opportunities for physical activity – e.g. process for street closure / zoning bylaws review.
- » Number of additional year round low or no cost access opportunities to recreation spaces and facilities (e.g. School, C of E, Post-Secondary, community leagues).
- » Number of new active recreation and sport programming opportunities at school (before, during and after school), in the community and elsewhere.
- » Increase in coordination/equity indicators from existing programs (AHS, organizations funded by the Alberta Ministries of Health / Culture and Tourism, and C of E).
- » Increases in the provision of participant supports.
- » Increases in the provision of support for organizations and sectors.

|                          |             |               |                                      |                          |                              |                       |
|--------------------------|-------------|---------------|--------------------------------------|--------------------------|------------------------------|-----------------------|
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence    | Collaboration and Innovation | Continued Connections |
|                          | Time Frame  |               |                                      | Short-term (2019 – 2021) | Priority Status              | Determined Effort     |
| Probable Resources       | TBD         |               |                                      |                          |                              |                       |
| Opinion of Probable Cost | 2019        |               |                                      | 2020 – 2023              |                              |                       |
|                          | 2024 – 2028 |               |                                      |                          |                              |                       |

**GOAL 01**

Advance a barrier free active recreation and sport system.

**ACTIVE OPPORTUNITIES ACTION: 01.2**

Increase participation in active recreation and sport by targeted populations (i.e. women and girls, children and youth, seniors, First Nations, persons with disabilities, ethno-cultural populations, new Canadians, economically disadvantaged).

**Desired Outcome(s)**

- » Participation rate in active recreation and sport by targeted populations increases.
- » Coordination and leveraging of existing resources.

**Lead(s)** C of E, ESC

**Suggested Partner(s)** YMCA, KidSport Edmonton, Sport Central, Canadian Tire Jumpstart, EAS, Post-Secondary, Edmonton Oilers Community Foundation, Edmonton Community Foundation.

**Output(s)**

- » Development of unique initiatives which target unique targeted populations.
- » Increases in the provision of support for organizations and sectors.
- » Increases in the provision of participant supports.
- » Participation rates within unique initiatives.
- » Participation rates changes as identified through the State of Sport Survey.
- » Increased utilization of the Leisure Access Program, YMCA's Opportunity Fund, KidSport Edmonton, Canadian Tire Jumpstart, Sport Central, etc.
- » Improved coordination of programs and services.
- » Research to determine systemic changes.
- » Annual Active Story telling.
- » Certificates such as the U of A KSR's Aboriginal Sport and Recreation Certificate is enhancing knowledge amongst active living, active recreation and sport professionals in working with Indigenous populations.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Long-term (2025 +)   |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | New investments for targeted populations may be recommended. |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

**GOAL 02**

Encourage Edmontonians to engage in their Physical Literacy journey so that they continuously develop their competence, confidence and motivation to be active for life.

**ACTIVE OPPORTUNITIES ACTION: 02.1**

Advance appropriate professional development for front line staff (active recreation, sport, schools, childcare, etc.) and access to suitable resources for the incorporation of physical literacy (PL) concepts and content into all physical activity programs.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Organizations support the professional development in the of physical literacy for staff and provide them with the required resources, resulting in a strong Edmonton physical literacy movement.  |               |                                      |                       |                              |                       |
| Lead(s)                  | ESC, C of E, EAS   |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Government, School Jurisdictions, Post-Secondary, Health, YMCA, Community Leagues, Active Recreation and Sport, Child Care.  |               |                                      |                       |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» Awareness levels of PL by staff.</li><li>» Number of PL training sessions, number of trained leaders (Sport for Life, PL Training, etc.).</li><li>» PL messaging (linked back to the Communications Plan).</li><li>» PL resource sharing and collaboration in the active living, active recreation, sport, schools, health, post-secondary systems.</li><li>» Live Active Summit is annual professional development and awareness building event.</li><li>» PLAY GREAT is an important community of practice for PL practitioners.</li></ul> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)   |               | Priority Status                      |                       | Quick-Win                    |                       |
| Probable Resources       | <ul style="list-style-type: none"><li>» Continued C of E partnership in the Live Active Summit.</li><li>» Existing – ESC budget.</li></ul>   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

**GOAL 02**

Encourage Edmontonians to engage in their Physical Literacy journey so that they continuously develop their competence, confidence and motivation to be active for life.

**ACTIVE OPPORTUNITIES ACTION: 02.2**

Identify and invest in ongoing professional development to support healthy school communities (staff, students and parents).

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | School Jurisdictions support the professional development of staff and provide them with the required resources resulting in the advancement of quality instruction of the Alberta Education curricula: i.e. Physical Literacy, Physical Education, Health and Life Skills, Career and Life Management, sport and recreation academy programming. |               |                                      |                       |                              |                       |
| Lead(s)                  | School Jurisdictions  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Alberta Education, EAS, Post-Secondary, Alberta Schools Athletic Association, Active Recreation and Sport.  |               |                                      |                       |                              |                       |
| Output(s)                | » Number of relevant professional development opportunities and number of participants.<br>» Provision of teacher supports.<br>» The provision of student supports.<br>» Development of student competencies.   |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)  |               | Priority Status                      |                       | Foundational                 |                       |
| Probable Resources       | TBD by School Jurisdictions.  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               | 2020 – 2023                          |                       |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 02**

Encourage Edmontonians to engage in their Physical Literacy journey so that they continuously develop their competence, confidence and motivation to be active for life.

**ACTIVE OPPORTUNITIES ACTION: 02.3**

Audit and align existing post-secondary degree, diploma, certificates, workshops, symposiums and seminars to assess alignment with the Live Active strategy.

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmonton's future leaders in the area of active living, active recreation, and sport have relevant education and skills.  |               |                                      |                       |                              |                       |
| Lead(s)                  | U of A KSR  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Post-Secondary  |               |                                      |                       |                              |                       |
| Output(s)                | » Changes in certificate, diploma and degree programs offered.<br>» Number of workshops, symposiums, seminars, etc. and registration (and completion) rates.<br>» Employment readiness survey and other information gathering interactions from program graduates and Edmonton employers. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)  |               | Priority Status                      |                       | Foundational                 |                       |
| Probable Resources       | Meeting support resources may be required.  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               | 2020 – 2023                          |                       |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.1**

Evaluate if the Community Investment Operating Grant (CIOG), and other supports, better advance sport in Edmonton, and identify any required additional investments to fulfil the same.

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Maximize the return on investment in sport.   |               |                                      |                       |                              |                       |
| Lead(s)                  | ESC   |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | C of E, Active Recreation and Sport, Provincial Sport Organizations.  |               |                                      |                       |                              |                       |
| Output(s)                | » A report as to the impact of a CIOG grant upon a sport organization (% of budget, etc.), impact if maximum budget cap was lowered, impact if funding followed targeted populations, etc.<br>» Presentation of recommendations to appropriate organizations. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)  |               | Priority Status                      |                       | Quick-Win                    |                       |
| Probable Resources       | » Meeting support resources may be required.<br>» Additional grant investments may be recommended.  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               | 2020 – 2023                          |                       |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.2**

Continue the integration of the Live Active strategy with the YMCA of Northern Alberta's strategic plan and current or future initiatives.

|                          |  |               |                                      |  |                              |                       |
|--------------------------|--|---------------|--------------------------------------|--|------------------------------|-----------------------|
| Desired Outcome(s)       | The YMCA is a major stakeholder in advancing the Live Active strategy through its many business areas, especially recreation, child care, and as an employer.  |               |                                      |  |                              |                       |
| Lead(s)                  | YMCA   |               |                                      |  |                              |                       |
| Suggested Partner(s)     | C of E, ESC  |               |                                      |  |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» A communication and education plan is developed for members on Long Term Athlete Development and Active for Life.</li><li>» Child Care daily plans include Daily Physical Activity and Physical Literacy.</li><li>» Barrier free access (Opportunity Fund for Programs and Membership) continues for those with demonstrated barriers and non-traditional users.</li><li>» Integration of Physical Literacy in all Health, Fitness and Aquatics, and Child Care, training systems and requirements. Aspire to add evaluation frameworks.</li><li>» Collaboration with partners to support YMCA and the Live Active strategy.</li><li>» Number of partnerships to meet active living needs of the underserved and those facing barriers.</li><li>» Number of partnerships to meet active living needs of the community.</li></ul> |               |                                      |  |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence  | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)   |               | Priority Status                      | <ul style="list-style-type: none"><li>» Foundational</li><li>» Quick-Win</li><li>» Determined Effort</li></ul> |                              |                       |
| Probable Resources       | No new resources are required.   |               |                                      |  |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023  |                              |                       |
|                          | 2024 – 2028  |               |                                      |  |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.3**

Create and implement effective Edmonton healthy school policies aligned with a Comprehensive School Health approach.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Active children and youth do better – in academic performance, behaviour, social emotional wellbeing, and overall health.  |               |                                      |                       |                              |                       |
| Lead(s)                  | School Jurisdictions   |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Alberta Education, EAS, Post-Secondary.  |               |                                      |                       |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» Research confirms/supports the notion of better academic performance and provides knowledge regarding implementation.</li><li>» Number of relevant professional development opportunities and number of participants.</li><li>» Daily physical activity opportunities and programs for staff and students from K-12 are supported through all curricula and school environment.</li><li>» Provision of teacher supports.</li><li>» The provision of student supports.</li><li>» Development of student competencies.</li></ul> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)   |               | Priority Status                      | Foundational          |                              |                       |
| Probable Resources       | No new resources are required.   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               | 2020 – 2023                          |                       |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |



**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.4**

Advance a Major Event Strategy aligned to the 2017 Citizen's Panel on Major Events Sports report "The Changing Field of Play".

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmonton's infrastructure attracts more provincial, national and international events. These facilities and resources fully support Edmontonians who excel in their chosen activities as they strive to succeed at high-level competitions.   |               |                                      |                       |                              |                       |
| Lead(s)                  | Edmonton Events   |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | C of E, ESC, School Jurisdictions, Post-Secondary, Local Organizing Committees (LOCs), Provincial and Federal Governments.  |               |                                      |                       |                              |                       |
| Output(s)                | » Council approval of the Major Event Strategy.<br>» Advancement of Major Event strategy implementation plan.<br>» The continued advancement of spaces which meets provincial, national and international sport hosting requirements.<br>» Social benefits and financial, human, and financial legacies from national and international event hosting are supported and developed, and shared through Active Story. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)  |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | Meeting support resources may be required.  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.5**

Advance strategic investments in sport, including high performance sport.

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|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmontonians have opportunities, through quality active living, active recreation and sport experiences to reach their potential.   |               |                                      |                       |                              |                       |
| Lead(s)                  | C of E  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | ESC, School Jurisdictions, Post-Secondary, Provincial Sport Organizations, local sport organizations.   |               |                                      |                       |                              |                       |
| Output(s)                | <div>» A high-performance sport strategy for Edmonton is developed, including ways by which high performance athletes contribute to the advancement of the Live Active strategy.</div> <div>» Resource investments in outdoor and indoor sport infrastructure.</div> <div>» Reports on the state of sport in Edmonton.</div> <div>» Investigation as to if the Community Investment Hosting and Travel Grants could be better utilized to advance sport in Edmonton:<div><div>· Number of grants directly supporting the advancement of sport for Edmontonians.</div><div>· Impact of a travel grant or hosting grant (% of budget, etc.).</div><div>· Risk analysis if the grant was eliminated.</div><div>· Presentation of recommendations, including required additional investments to fulfill the same.</div></div></div> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)  |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | <div>» Meeting support resources may be required.</div> <div>» Additional sport investments (facilities and grants) may be recommended.</div>   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.6**

Increase participation opportunities in active living, active recreation and sport opportunities for students at school.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmonton children and youth are more active at school.   |               |                                      |                       |                              |                       |
| Lead(s)                  | School Jurisdictions   |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | C of E, Community Leagues, ESC, EAS, Post-Secondary.   |               |                                      |                       |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» An education campaign on the importance of active living classrooms and active living for student and staff wellbeing is developed and implemented.</li><li>» Resources and opportunities for quality recess, intra-murals, extra-curricular, and after school sports and active recreation activities for all students are increased.</li><li>» Number of new partnership programs created, the number of schools and students involved in the same.</li><li>» Strategies to increase active school travel are created.</li></ul> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)   |               | Priority Status                      | Determined Effort     |                              |                       |
| Probable Resources       | <ul style="list-style-type: none"><li>» Meeting support resources may be required.</li><li>» Other (support for campaign/new programs).</li></ul>  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.7**

Develop an integrated Alberta Health Services implementation plan.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmontonians are more active within AHS (Edmonton Zone).   |               |                                      |                       |                              |                       |
| Lead(s)                  | AHS  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Other Health Sectors, C of E, ESC.   |               |                                      |                       |                              |                       |
| Output(s)                | » A structure within AHS Edmonton Zone to support a coordinated approach to addressing active living is developed and implemented.<br>» Partnerships that support active living program development and delivery, policy development and evaluation activities are developed and maintained.<br>» Evidence based consistent policies, practices and programs that enhance active living, active recreation and sport for Edmontonians, including an internal AHS focus on patients, clients, and residents are developed and/or adopted. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)   |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | TBD  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               | 2020 – 2023                          |                       |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.8**

Develop a community of practice among Edmonton's post-secondary institutions to share best practices as they relate to active living, active recreation and sport.

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | There is a collective approach among the post-secondary institutions towards physical activity in Edmonton.   |               |                                      |                       |                              |                       |
| Lead(s)                  | U of A KSR  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | (Other) Post-Secondary Institutions   |               |                                      |                       |                              |                       |
| Output(s)                | » A community of practice is developed to share best practices.<br>» Edmonton post-secondary institutions develop an internal strategy that aligns to the Live Active strategy. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Mid-term (2022 – 2024)  |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | TBD   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.9**

Advance ways in which Edmontonians can live active within their local community.

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | More Edmontonians are active in their local community.  |               |                                      |                       |                              |                       |
| Lead(s)                  | EFCL, C of E  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Community Leagues, C of E, School Jurisdictions, Post-Secondary, Active Recreation and Sport, ESC.  |               |                                      |                       |                              |                       |
| Output(s)                | » Number of new community based participation opportunities (facilities and programs) and utilization rates.<br>» Crime rate changes in relationship to new community based participation opportunities.<br>» Increases in citizen utilization rates of open spaces (Active Count – non-advertised quarterly).  |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Long-term (2025 +)  |               | Priority Status                      |                       | Foundational                 |                       |
| Probable Resources       | » Existing C of E Citizen Services staffing (Neighbourhood Resource Coordinators, Building Communities through Recreation, Abundant Community Edmonton, etc.).<br>» Increase to EFCL (Community Active Recreation Consultant) base budget.<br>» Seed funding (grant opportunity for program development, equipment, etc.).<br>» Provision of leader supports.<br>» The provision of participant supports.<br>» Development of participant competencies. |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.10**

Engage the Early Childhood and Out Of School Care Sector in the Live Active strategy.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Children from birth to twelve years of age are more physically active in formal child care and out of school care programs.  |               |                                      |                       |                              |                       |
| Lead(s)                  | C of E, ESC, YMCA, Ever Active Schools.  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | School Jurisdictions, Early Childhood and Out Of School Care.  |               |                                      |                       |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» Development of an Early Childhood and Out of School Care organizations engagement strategy including evaluation measures.</li><li>» Number of Early Childhood and Out of School Care organizations engaged in advancing the Live Active strategy.</li><li>» Program modification indicators.</li><li>» Number of sector organizations participating in Live Active strategy professional development opportunities.</li><li>» Number of sector professionals participating in Live Active strategy professional development opportunities.</li><li>» Number of Early Childhood and Out of School Care organizations following the provincial activity guidelines for after school programs in Alberta.</li><li>» Provision of leader supports.</li><li>» The provision of participant supports.</li><li>» Development of participant competencies.</li></ul> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Long-term (2025 +)   |               | Priority Status                      | Determined Effort     |                              |                       |
| Probable Resources       | <ul style="list-style-type: none"><li>» New – Citizen Services.</li><li>» Meeting support resources may be required.</li></ul>   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.11**

Encourage Edmonton Active Recreation and Sport Organizations to embrace best practices in governance, program delivery and appropriate participation.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Quality active recreation and sport opportunities (good people, programs, and places*) are provided to all Edmontonians.   |               |                                      |                       |                              |                       |
| Lead(s)                  | ESC, C of E  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | School Jurisdictions, Active Recreation and Sport.   |               |                                      |                       |                              |                       |
| Output(s)                | » An environmental scan on the state of quality standards embraced by Edmonton Active Recreation and Sport organizations.<br>» Participant surveys (State of Sport, etc.). |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Long-term (2025 +)   |               | Priority Status                      | Determined Effort     |                              |                       |
| Probable Resources       | TBD  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |

\* Sport for Life "Quality Sport Checklist" and Sport New Zealand "Young Peoples Quality Sport Indicators", etc.



**GOAL 03**

Advance quality active living, active recreation and sport experiences for all Edmontonians, especially for all children from birth to twelve years of age.

**ACTIVE OPPORTUNITIES ACTION: 03.12**

Advance participation opportunities in active living, active recreation and sport for all of Edmonton's post-secondary students, faculty, staff, alumni, and for Edmontonians in general.

|                          |   |               |                                      |                       |                              |                       |
|--------------------------|---|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Edmonton's post-secondary institutions are a place to be active.  |               |                                      |                       |                              |                       |
| Lead(s)                  | U of A KSR  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Post-Secondary  |               |                                      |                       |                              |                       |
| Output(s)                | <ul style="list-style-type: none"><li>» Development and delivery of initiatives that help students, faculty, staff and alumni understand why and how to maintain mentally, socially and physically healthy lifestyles.</li><li>» Education of students, faculty and staff to apply existing health and wellness programs so they can respond appropriately to the needs of their peers. (UA Healthy University Strategy). Community Helpers training; Mental Health First Aid; Students helping students; Wellness Wednesday workshops.</li><li>» Development of policy recommendations on joint use of post-secondary facilities amongst post-secondary students.</li><li>» Development of policy recommendations for active transportation opportunities between post-secondary campuses.</li><li>» Creation of opportunities for extra-mural opportunities for post-secondary students. Multi-sport competitions between post-secondary institutions at a recreational sport level.</li><li>» Creation of opportunities for student-athletes to reach their full athletic potential through both Varsity and Competitive Sport Club opportunities.</li><li>» Design, building and renovation of indoor and outdoor spaces on all post-secondary campuses with health and social connection in mind. (UA Healthy University Strategy), example "Hello, How are you?" campaign, fire pits, who is driving assignment of space for wellness purposes.</li></ul> |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion   | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Long-term (2025 +)  |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | Meeting support resources may be required.  |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019  |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028   |               |                                      |                       |                              |                       |

**GOAL 04**

Engage Professional Sport in the Live Active Strategy.

**ACTIVE OPPORTUNITIES ACTION: 04.1**

Engage Professional Sport and their related organizations in the Live Active strategy.

|                          |  |               |                                      |                       |                              |                       |
|--------------------------|--|---------------|--------------------------------------|-----------------------|------------------------------|-----------------------|
| Desired Outcome(s)       | Professional Sport assists in developing innovative ways to advance active living, active recreation and sport participation by Edmontonians.  |               |                                      |                       |                              |                       |
| Lead(s)                  | C of E, ESC  |               |                                      |                       |                              |                       |
| Suggested Partner(s)     | Edmonton Oilers Entertainment Group, Edmonton Eskimos, FC Edmonton.  |               |                                      |                       |                              |                       |
| Output(s)                | » Engagement of Professional Sport in advancing the Live Active strategy.<br>» Identification and advancement of partnerships and opportunities to advance the Live Active strategy, especially the use of Sport for Development. Sport for Development is a specific methodology that suggests the intentional use of sport and physical activity can build healthy communities and help people reach their full potential: Healthy Body, Healthy Mind, Ready for School, and Ready for Work. |               |                                      |                       |                              |                       |
| Principle Alignment      | Inclusion  | Accessibility | Physical Activity has Social Benefit | Supporting Excellence | Collaboration and Innovation | Continued Connections |
| Time Frame               | Short-term (2019 – 2021)   |               | Priority Status                      |                       | Determined Effort            |                       |
| Probable Resources       | No new resources are required.   |               |                                      |                       |                              |                       |
| Opinion of Probable Cost | 2019   |               |                                      | 2020 – 2023           |                              |                       |
|                          | 2024 – 2028  |               |                                      |                       |                              |                       |